

NOV 25 1924 ✓

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Title Page.

"Kid Speed" ✓

A Photoplay in 3 reels. ✓

Directed by Larry Semon. ✓

✓ Written and Directed by Noel Mason Smith
and Larry Semon. ✓ ✓

11/16/24

NOV 25 1924

PRESS SHEET

Larry Semon
SPECIAL COMEDIES

Larry Semon



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"KID SPEED"

Written and directed by Larry Semon and Noel Mason Smith



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

"KID SPEED" WILL KEEP YOUR PATRONS ON EDGES OF SEATS

Larry Semon's New Comedy Full of Breath-Taking Thrills and Action

If you can imagine a comedy that will set your patrons on the edges of their seats and keep them there with their hearts in their mouths while they alternately gasp at breath-taking thrills and roar with side-splitting laughter, you will have an idea of the speed, action and comedy in Larry Semon's latest two-reeler, "Kid Speed"!

When your patrons see the racing cars tear down the straight stretches at two-mile-a-minute speed and skid around the curves; when they see bridges wrecked in front of the roaring speed-demons and huge hill-sides blasted down in front of the death-defying drivers, your patrons are going to get a set of thrills unequalled by anything since the battle of the Marne. They're going to vote "Kid Speed" the fastest, funniest and most thrilling auto-racing comedy they've ever seen!

From the opening scenes the picture is crammed with action and comedy. Larry Semon was never funnier. You, and everyone who witnesses this picture, will agree that "Kid Speed" is by far the best comedy Semon has ever made—and that's saying a lot!

The Story

The town is all upset over the coming auto-race. Two of the entries are local boys, Dan McGraw, sometimes known as "Dangerous Dan" and the Speed Kid. Added interest attaches to the race because both the Kid and Dan are rivals for the hand and heart of the lady that's known as Lou, daughter of Avery DuPoise, a wealthy owner of a large corporation. Dangerous Dan schemes to defeat the Kid by fair means or foul—preferably foul.

While interest in the coming race is running at fever heat, Dan and the Kid both try to win the favor of Lou. While the girl prefers the Kid, father prefers Dan, because The Kid manages in a hundred ways to get in the bad graces of the old man.

Before the day of the race The Kid takes his car out for a trial spin and shows the natives so much speed they think he's twins driving two cars. He's so fast they see his headlights and his tail-lights at the same time!

At last the day of the big race arrives. The town declares a holiday to watch the struggle. The race is to be twice around the track and across country and back.

The Kid and his rival get off at the gun. The pace is terrific. The Kid loses his brakes the first mile and can't even slow up for the turns. Through houses, fences and stone walls he tears. Dangerous Dan's villainy becomes apparent. His gang of cut-throats blasts down hillsides and wreck bridges in front of The Kid's car, but he keeps on going, plowing through the wreckage and streaking across the finish line the winner of the purse and of the hand of the lady that's known as Lou.



LARRY SEMON
IN
EDUCATIONAL-LARRY SEMON
SPECIAL COMEDIES.

For Electro Order No. 3363-E
For Mat (Free) Order No. 3363-M

In addition to the one column star cut illustrated above, your exchange also has in stock a two column star cut of Larry Semon. Both are made for use in newspaper advertisements or publicity.

Order it from your exchange. The Electro is 3364-E and the free mat is No. 3364-M.

WHO'S WHO in "Kid Speed"

The Speed Kid LARRY SEMON
Lou..... Dorothy Dwan
Dangerous Dan..... Oliver Hardy
Avery DuPoise Frank Alexander
The Blacksmith James J. Jeffries
Written and directed by
Noel Mason Smith and
Larry Semon

EXPLOITATION

An exploitation stunt ideally adapted to ballyhoo purposes on Kid Speed consists of a racing automobile, or any car stripped of fenders, lights, etc., painted with a large number to represent a racing car, and carrying a banner reading in large letters "Kid Speed—See him at the Theatre."

A selective teaser advertising campaign can be carried on with small "liners" in newspapers reading "Kid Speed is coming" "Kid almost here" and finally "Kid Speed is at the Theatre."

A little ingenuity in the play on the name of the picture, linked up with the racing car mentioned above will draw wide attention to your showing.

PARAGRAPHS For Your Program

The funniest and fastest auto-racing comedy ever filmed—Larry Semon in "Kid Speed."

* * *

Special attraction—Larry Semon in "Kid Speed," his latest and best two-reel comedy.

* * *

Attraction—extraordinary—Larry Semon's fastest and funniest comedy, "Kid Speed." You'll be sorry if you miss it.

* * *

Another champ stages a come-back. James J. Jeffries, former world's champion boxer, makes his film debut in "Kid Speed," with Larry Semon.

* * *

Thrills, Thrills, Thrills!—You never saw such thrilling stunts as there are in the auto-race scenes in "Kid Speed," Larry Semon's latest. And Funny—It's a riot of laughs!

"KID SPEED" HAS AUTO ROAD RACE THRILLS GALORE

Semon's Latest Comedy Full of Speed and Clever Fun

(Newspaper review for use after showing of picture)

All the thrills of the old time auto road-race were presented to the patrons of the Theatre last night when the Educational-Larry Semon Special Comedy, "Kid Speed" flashed its two reels of fast action and fun on the screen.

"Kid Speed" is Larry Semon's latest comedy and the popular star seems to have made the best picture of his career. He is now appearing minus the overalls and derby hat, so long an important part of his makeup but now using a straight makeup and manages to put more speed and thrills in his comedies than ever before in spite of the Fifth Avenue raiment.

Larry is seen as "The Speed Kid," in love with the daughter of a wealthy manufacturer. His rival in love is Dangerous Dan McGraw and the father promises his daughter's hand to the winner of a coming auto road-race.

The entire second reel of the picture is taken up with the race, which is one of the most exciting ever shown on a local screen. The cars skid around curves in a breath taking manner, and several perilous stunts are performed by Semon while driving the winning car.

James J. Jeffries, former heavyweight champion boxer of the world makes his film debut in this picture. He is cast as a blacksmith.

Supporting Semon are Dorothy Dwan, Oliver Hardy and Frank Alexander. Story and direction are by Semon and Noel Mason Smith.

TWO FAST REELS OF CLEVER FUN

(Newspaper review for use after showing of picture)

"Kid Speed," a Larry Semon Special Comedy with the popular comedian in the starring role, is furnishing two reels of two-mile-a-minute comedy at the Theatre. It is an auto racing picture and one of the best of its kind that has ever been put on the screen. Besides the abundant thrills of the big race there is plenty of hilarious comedy.

Semon is supported by Dorothy Dwan, Oliver Hardy, Frank Alexander and James J. Jeffries, who is making his first appearance in pictures.

SPECTACULAR AUTO ROAD RACE SCENES FILMED FOR SEMON COMEDY



LARRY SEMON

and

Dorothy Dwan

from

"KID SPEED"

For Order No. 3410-E
For Mat (Free) Order No. 3410-M

"JIM" JEFFRIES NOW IN MOVIES

(Prepared as advance publicity story)

James J. Jeffries, perhaps the most famous of the world's champion boxers, is making his first appearance in motion pictures in Larry Semon's latest Educational-Larry Semon Special Comedy, "Kid Speed" which will be at the Theatre

Jeffries retired as undefeated champion of the world when there was no eligible heavyweight to meet him. It was only after Jack Johnson, the giant negro, defeated Tommy Burns and claimed the world's championship that Jeffries was persuaded to don the gloves to redeem the championship for the white race. His age, coupled with his years of retirement from the ring, resulted in his defeat at the hands of his younger opponent. Jeffries then retired to his ranch in California where he has been a successful stock raiser.

In "Kid Speed" Jeffries will be seen as a blacksmith. Before entering the ring he pursued this trade for a livelihood.

Thrills and Spills of Real Race Caught in "Kid Speed"

(Prepared as advance publicity story)

Spectacular auto racing scenes, the equal of which have never before been presented in comedy on the motion picture screen, are promised in Larry Semon's latest Educational Special Comedy, "Kid Speed," which will be the added attraction at the Theatre

Semon, who is starring in his own productions, which he also directs, is noted for the dare-devil chances he takes in making his comedies but it is said that he has outdone himself in filming this picture. The racing scenes, which comprise a great part of the picture, were taken on the old Santa Monica auto race course, for years the scene of the most thrilling road races in automobile history.

Semon himself drove one of the high powered cars and at times attained a speed which compares favorably with the old records made on the famous track. All of the skids and breath-taking turns of a real road race were duplicated and Semon and others driving in the race underwent all the perils of this dangerous sport which now has been barred almost all over the country.

The picture will also mark the premier screen appearance of James J. Jeffries, one time heavyweight boxing champion of the world. "Jim" donned the grease paint and appears as a blacksmith.

SPEED AND FUN IN NEW COMEDY

(Prepared as advance publicity story)

What are claimed to be the most realistic and thrilling auto-race scenes ever filmed for motion pictures will be a feature of the Larry Semon Special Comedy "Kid Speed" which will be at the Theatre

Larry Semon, the popular comedian, is starring in this comedy which revolves around an exciting road race. Several racing drivers with their speed cars were engaged for this picture and the racing scenes were taken on the old Santa Monica course, famous for some of the biggest auto events of the world. The same breath-taking speed and the dangerous skids around the curves were encountered in making this picture and the spectator is promised the thrills of an observer of an actual race.

EVERY SEMON COMEDY A FEATURE ATTRACTION:— ADVERTISE THEM STRONGLY FOR BIG RESULTS

"Kid Speed" is a better attraction than the average feature length feature.

Not merely a better picture, but a bigger box-office magnet, a bigger business getter and a bigger profit maker.

Larry Semon is now a recognized feature star. His popularity is great enough to carry a six or seven-reel picture. In Educational-Larry Semon Special Comedies you are getting the same popularity, the same drawing power and the same business-getting qualities you get when you play the longer features with this comedian starred.

Unless you have an extra strong feature on your bill, make this comedy the feature attraction of your program in your newspaper advertising and exploitation. Semon's name is strong enough to carry your entire bill. If

you have an extra strong feature, do not neglect the comedy in your advertising, but advertise your program as a double feature bill, or with the Semon Comedy as an extra added attraction.

"Kid Speed" will back up any advertising claims you may make for it, for it is a crackerjack comedy and features an auto race which you will agree is the most thrilling ever put into a comedy. You can advertise this comedy to the limit without feeling that it won't live up to your advertised statements. Feature this comedy in your newspaper "Ads" as a big attraction and you will be rewarded at your box-office.

In order that your advertising may be made effective, Educational has prepared a selection of "Ad" cuts for your use. They are made in one, two, and three column sizes.

Exhibitors Herald says:

Larry Semon's return to the short subject lengths after a sojourn in the feature footages is something to be grateful for. His hold upon the public is a firm one and the public knows him as a short subject star. They like him that way and now they are to have him that way. And in all probability they will pay just as much to see him in a short subject as they would to see him in a feature. His name in lights is a magnet and his short subjects can be combined with the features of stars whose feature drawing power is known to produce an attraction power equal to that of a double feature and probably greater because free of the double bill's unsatisfactory aspects.



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3412-E
For Mat (Free) Order No. 3412-M

For Three Column Cut on First Page Order
Electro No. 3413-E Mat (Free) No. 3413-M



One Column by One Inch "Ad" Cut
For Electro Order No. 3411-E
For Mat (Free) Order No. 3411-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats

(All Mats Free)

And the Fullest Cooperation from Your Exchange

(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Larry Semon in his latest two-reel comedy, "Kid Speed."

* * *

Two reels of Laughs, Thrills, and side-splitting comedy. Larry Semon in "Kid Speed."

* * *

Funnier than a circus and faster than greased lightning—Larry Semon's latest two-reel fun spasm, "Kid Speed."

* * *

Don't take a chance on missing Larry Semon's latest two-reel fun thriller, "Kid Speed." It's two reels of fast and thrilling comedy.

* * *

Worth walking more than a mile for—Larry Semon's latest and funniest two-reel comedy, "Kid Speed."—The fastest auto-race ever put on the comedy screen!

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